

## Annual Summary 2023

### Attendance Recap and Highlights

| 2023 Attendance | Factory Tour | General Admission | Boeing Backstage Pass | Events & Public Programs | Total Visitation |
|-----------------|--------------|-------------------|-----------------------|--------------------------|------------------|
|                 | 28,107       | 46,324            | 20,272                | 4,415                    | 99,118           |

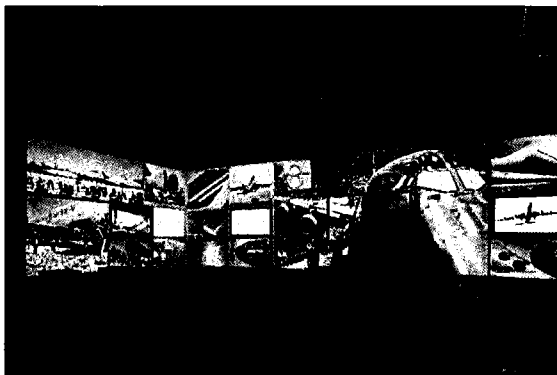
- Everett Public Factory Tour reopened October 5, 2024.
- Boeing Flagship Retail Store exceeded 2022 sales by 73%.
- 65% YOY increase in total FoF visitation, including guests from all 50 states and 82 countries.

### Exhibits + Experiences

- Everett Public Factory Tour:
  - 1,503 internal and external guests participated in Tour preview events, and over 28,000 tour tickets sold after grand reopening. Sold out all tours during the first three weeks of reopening!
  - Tour script, exhibits and video content reimagined and refreshed to enhance storytelling.
  - *Boeing Backstage Pass: The Everett Factory* theater experience continued to be in demand and offered until Public Tour operations were initiated.
- Future of Flight Gallery:
  - Opened new immersive gallery, Boeing Studio, with multi-media *747: Queen of the Skies* commemorative multi-media presentation.
  - Updated *747 50-year Celebration* exhibit reprised in honor of final airplane program rollout.
  - De-installation and farewell to *Above and Beyond* exhibition which had been in place four years.
- Private Events + Public Programs:
  - 50 events executed, including Mukilteo COC community happy hour "Sunset on Sky Deck".
  - 11 public programs including collaboration with Snohomish County Workforce Development Aerospace and Aviation Career Exploration Day.

### Facility Notes

- Gallery lighting and network public WIFI upgrades completed.
- Conference room AV upgrade completed. Sky Deck seasonal tent purchased and installed.
- Paper Plane Café reopened in October in conjunction with tour relaunch, after 2-year closure.



### Facing worker shortage, Boeing hopes to recruit young minds to aerospace industry

According to Snohomish County, Boeing and Paine Field bring \$60 billion to the Washington economy every year, supporting 158,000 jobs.

